

February 2017

糖果 - China

“为了吸引健康意识较强的消费者，品牌需要付出更大努力介绍糖果类产品的原料、甜味剂和营养成分，并使口香糖成为都市消费者保健牙齿的相关产品。此外，通过令人信服的健康功效来定位女性消费群体，通过富有趣味性的产品吸引新手父母（这些年轻父母自己就追求新鲜事物），将帮助品牌脱颖而出。”

January 2017

Sugar Confectionery - China

“To win over the more health-conscious consumers, brands need to invest more efforts in communicating ingredients, sweeteners and nutrition, and make gum products more relevant for urbanites that concern about dental health. Besides, targeting females by strengthening credible benefit and the rookie young parents (who are chasing novelty themselves) by ...

December 2016

奶酪 - China

“消费者对生活越来越讲究，品牌要想跟上消费者的步伐，就需要提供更多的创新产品来吸引成年人。人们追求健康的饮食习惯，所以品牌更应把重点放在奶酪的营养价值上。对于品牌而言，付出更多努力、通过各种渠道向消费者普及奶酪的相关知识也很重要。”

酱料和调味品 - China

“过去三年中，中国消费者对食盐摄入量的关注明显提高：2014年，22%的被访消费者表示他们吃更少的盐，2016年有高达48%的消费者曾尝试减少盐摄入量。但根据英敏特全球新产品数据库，具有“低/无/减钠盐”宣称的酱料和调味品并不能反映出这些调查结果，这为酱料和调味品公司推出新产品和改进产品提供了机会。”

November 2016

Cheese - China

“The cheese market in China has been growing in a relatively flat pace compared to few years ago, due to the fall in global dairy prices. Low imported price has gained more room for brands to invest in awareness building and run promotions to push trials and consumption in order ...

Sauces and Seasoning - China

“Chinese consumers' concern of their salt intake has increased significantly in the last three years: 22% of the surveyed consumers indicated eating less salt in 2014, and up to 48% have tried to limit their salt intake in 2016. However, according to Mintel GNPD, sauce and seasoning products with low ...